

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WPZR Detroit	Date: 9/26/16
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I, Dewey Square Group,

being/on behalf of: Denise Ilitch,

a legally qualified candidate of the Democratic

political party for the office of: University of Michigan Regent

in the General

election to be held on: November 8th, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

Attach proposed schedule with charges (if available):

to: Bobby M 2026756929

NAB Form PB-18 Candidates

I represent that the payment for the above described broadcast time has been furnished by:

Denise Ilitch for U of M Regent, 212 E. Grand River Avenue, Lansing, MI 48906

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Colleen Bayoff - Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

08/25/16

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected


Signature

Nicole Dragmiller
Printed Name

NISA
Title

REVISED

CONT#	Sep 26, 16	DDS CONT# 0
REP	30114980 Mod# Ver# 3 (Last =)	C/P/E: / / 3907
TO	EASTMAN	
FM	WPZR-FM (Detroit, MI)	
OFF	TERRANCE HOUSTON	SALESPERSON FAX#
AGY	PHILADELPHIA	
ADDR	DEWEY SQUARE GROUP C/O MUNDY KATOWITZ	PH #
	1322 G ST SE	
	WASHINGTON, DC 20003	
BYR	MEDIA PLACEMENT	
ADV	DENISE ILITCH FOR UNIVERSITY OF MICHIGAN	
PDT	Candidate	
FLT	Sep 26, 16 - Oct 09, 16	

* REP ORDER COMMENT *

** 9/23/2016 2:17:00 PM: ONLY AN INTERNAL REVISION WAS MADE. SCHEDULE REMAINS THE SAME.

** 9/23/2016 2:17:00 PM: THIS IS A REVISED ORDER. DO NOT DOUBLE BOOK. PLEASE CONFIRM WITH STEPHANIE.KERR@KATZRADIOGROUP.COM OR CALL 215-557-4230. THANK YOU!

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF WKS	NPW	RATE	TOT SPTS
		FLIGHT 1							
	1.1	MTWTF..	6A - 10A	60	9/26/2016 - 10/7/2016	2W	5	\$30.00	10
	1.2	MTWTF..	10A - 3P	60	9/26/2016 - 10/7/2016	2W	8	\$30.00	16
	1.3	MTWTF..	3P - 7P	60	9/26/2016 - 10/7/2016	2W	7	\$45.00	14
	1.4S.	10A - 3P	60	10/1/2016 - 10/8/2016	2W	1	\$30.00	2
	1.5S.	3P - 7P	60	10/1/2016 - 10/8/2016	2W	1	\$30.00	2
	1.6S	10A - 3P	60	10/2/2016 - 10/9/2016	2W	2	\$25.00	4
	1.7S	3P - 7P	60	10/2/2016 - 10/9/2016	2W	1	\$30.00	2
					** WEEKLY FLIGHT TOTALS **			25	\$1,690.00

	Oct 16						
SPOTS	50						
CASH	1690.00						
TRADE	0.00						
NSL	0.00						
TOTAL	1690.00						

						TOTAL
SPOTS						50
CASH						1,690.00
TRADE						0.00
NSL						0.00
TOTAL						1,690.00

Sep 26, 16
CONT# 30114980 Mod# Ver# 3 (Last =)
REP EASTMAN

DDS CONT# 0
C/P/E: / / 3907

**** Competitive Comments ****

ILITCH RADIO 9-26 TO 10-9

SVC: FA99 MSA CustRadio

Demo Adults 65+

Nondiscrimination -Paragraphs 49 and 50 of the United States Federal Communications Commission's Report and Order No. 07-217 provides that broadcast stations' advertising contracts will not discriminate on the basis of race or ethnicity, and must contain nondiscrimination clauses. Consistent with this order, Katz Communications, Inc. (including any subsidiary or division of Katz) does not discriminate in any broadcast advertising contract on the basis of race or ethnicity and evaluates, negotiates and completes its broadcast advertising contracts without regard to race or ethnicity.

ORDER



Orders	Order / Rev:	325914	
	Alt Order #:	30114980	
	Product Desc:	Candidate	
	Estimate:	3907	
	Flight Dates:	09/26/16 - 10/09/16	Primary AE: Christal Philadelphia
	Original Date / Rev:	09/23/16 / 09/23/16	Sales Office: N-PHI
	Order Type:	GENERAL	Sales Region: National

Agency	Name:	Dewey Square Group	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		C/O Mundy Katowitz	Billing Cycle: EOM/EOC
		Washington, DC 20003	Agency Commission: 15%

Advertiser	Name:	Denise Ilitch for University of Michiga	New Business Thru: 10/09/16
	Demographic:	A50+	Order Separation: 00:30:00
	Product Codes:	Political Candidate	Advertiser External ID:
	Priority:	10	Agency External ID:
	Revenue Codes:	AGY, POLITICAL, POL-CAND	Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/09/16	50	\$1,690.00	\$1,436.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	50	\$1,690.00	\$1,436.50	0.00
Totals	50	\$1,690.00	\$1,436.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christal Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WPZR	09/26/16	10/09/16	M-F AM Drive M-F	CM	6:00 AM-10:00 AM	MTWTF--	1:00	5	\$30.00	03	0.00	NM	10	\$300.00
AM -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/16	10/02/16	MTWTF--					5	\$30.00		0.00			
Week:		10/03/16	10/09/16	MTWTF--					5	\$30.00		0.00			
E 2	WPZR	09/26/16	10/09/16	M-F Midday M-F	CM	10:00 AM-3:00 PM	MTWTF--	1:00	8	\$30.00	03	0.00	NM	16	\$480.00
MD -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/16	10/02/16	MTWTF--					8	\$30.00		0.00			
Week:		10/03/16	10/09/16	MTWTF--					8	\$30.00		0.00			
E 3	WPZR	09/26/16	10/09/16	M-F PM Drive M-F	CM	3:00 PM-7:00 PM	MTWTF--	1:00	7	\$45.00	03	0.00	NM	14	\$630.00
PM -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/16	10/02/16	MTWTF--					7	\$45.00		0.00			
Week:		10/03/16	10/09/16	MTWTF--					7	\$45.00		0.00			
E 4	WPZR	10/01/16	10/09/16	Sa Midday Sa	CM	10:00 AM-3:00 PM	-----S-	1:00	1	\$30.00	02	0.00	NM	2	\$60.00
WK -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/16	10/07/16	-----S-					1	\$30.00		0.00			
Week:		10/08/16	10/14/16	-----S-					1	\$30.00		0.00			
E 5	WPZR	10/01/16	10/09/16	Sa PM Sa	CM	3:00 PM-7:00 PM	-----S-	1:00	1	\$30.00	02	0.00	NM	2	\$60.00

Order / Rev: 325914
Alt Order #: 30114980
Flight Dates: 09/26/16 - 10/09/16

Advertiser: Denise Ilitch for University of Michigan
Product Desc: Candidate
Estimate: 3907

WPZR-FM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WK -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/16	10/07/16	-----S-					1	\$30.00		0.00			
		Week: 10/08/16	10/14/16	-----S-					1	\$30.00		0.00			
E 6	WPZR	10/02/16	10/09/16	Su Midday Su	CM	10:00 AM-3:00 PM	-----S	1:00	2	\$25.00	02	0.00	NM	4	\$100.00
WK -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/16	10/08/16	-----S					2	\$25.00		0.00			
		Week: 10/09/16	10/15/16	-----S					2	\$25.00		0.00			
E 7	WPZR	10/02/16	10/09/16	Su PM Su	CM	3:00 PM-7:00 PM	-----S	1:00	1	\$30.00	02	0.00	NM	2	\$60.00
WK -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/16	10/08/16	-----S					1	\$30.00		0.00			
		Week: 10/09/16	10/15/16	-----S					1	\$30.00		0.00			
													Totals	50	\$1,690.00

Nicole Drogmiller

From: Laura Clark
Sent: Monday, September 26, 2016 12:02 PM
To: Nicole Drogmiller
Cc: Alan Ecklund
Subject: RE: [External] RE: Denise Ilitch for UM Regent (Estimate 3907) - 9/26 to 10/9

Approved

Laura R. Clark

VP of Political and Government Sales
Radio One Inc.
1010 Wayne Avenue 14th Floor
Silver Spring, MD 20910
Direct: 301-429-2611
Fax: 301-628-5585
Email: lclark@radio-one.com

ONE VISION! Radio One | TV One | Interactive One | REACH Media | One Solution

Unless otherwise agreed in writing by a station General Manager, all Radio One sales orders are governed by the terms and conditions of Radio One's standard sales agreement, which can be found at <http://home.radio-one.com/sales-terms/>. By accepting any sales orders communicated by this email message, any advertisers and/or their agencies agree to be bound by the terms therein.

From: Nicole Drogmiller
Sent: Monday, September 26, 2016 11:58 AM
To: Laura Clark
Cc: Alan Ecklund
Subject: FW: [External] RE: Denise Ilitch for UM Regent (Estimate 3907) - 9/26 to 10/9

Political spot for approval.

Nicole Drogmiller

National Sales Coordinator
Radio One, Inc. (WGPR / WDMK / WCHB / WPZR)
3250 Franklin Street
Detroit, MI 48207
Office: (313) 259-4014
Fax: 313-259-7011
Email: ndrogmiller@radio-one.com

Unless otherwise agreed in writing by a station General Manager, all Radio One sales orders are governed by the terms and conditions of Radio One's standard sales agreement, which can be found at <http://home.radio-one.com/sales-terms/>. By accepting any sales orders communicated by this email message, any advertisers and/or their agencies agree to be bound by the terms therein.